

Listing of Claims:

This listing of claims reflects all claim amendments and replaces all prior versions, and listings, of claims in the application (material to be inserted in amended claims is in **bold and underline**, and material to be deleted is in [~~brackets and strikeout~~]).

Claim 1 (original). A customer-defined, packaged, personalized toy, comprising:

a package having an aperture;

a personalized toy in the package; and

customer-defined identifying material **customized according to specifications created by a customer, the customer-defined identifying material** supported in the package so that the identifying material is visible through the aperture of the package.

Claim 2 (original). The personalized toy according to claim 1, wherein the identifying material is printed on a document separate from the package.

Claim 3 (original). The personalized toy according to claim 2, wherein the document is attached to the package by tabs that hold an edge of the document.

Claim 4 (currently amended). A packaged toy comprising:

a personalized toy; and

a package enclosing the personalized toy, wherein the package has a flap covering the personalized toy and customer-defined identifying material, **customized according to specifications created by a customer, the customer-defined identifying material**

removably attached to the flap wherein at least a portion of the identifying material is visible from the exterior of the package.

Claim 5 (previously added). The packaged toy of claim 4, wherein the identifying material includes a customer-defined toy name.

Claim 6 (currently amended). [~~The packaged toy of claim 4, wherein~~] A customer-defined,

packaged, personalized toy, comprising:

a package having an aperture;

a personalized toy in the package; and

customer-defined identifying material supported in the package so that the identifying material is visible through the aperture of the package and where the identifying material includes a customer-defined intended recipient.

Claim 7 (previously added). The packaged toy of claim 4, wherein the flap includes an aperture adapted to expose the personalized toy when the identifying material is removed.

Claim 8 (previously added). The packaged toy of claim 4, wherein the flap is adapted to be opened to reveal the personalized toy.

Claim 9 (previously added). The packaged toy of claim 4, further comprising a toy-support card to display the personalized toy within the package.

Claim 10 (currently amended). A package for displaying a personalized toy, the package comprising:

a flap having an inside and an outside, where the inside of the flap faces the personalized toy;

an aperture in the flap; and

customer-defined identifying material customized according to specifications created by a customer, the customer-defined identifying material supported on the inside of the flap.

Claim 11 (previously added). The package of claim 10, wherein the customer-defined identifying material has a front side and a back side, wherein the front side of the material is visible through the aperture on the outside of the flap and the back side is visible on the inside of the flap.

Claim 12 (previously added). The package of claim 10, wherein the customer-defined identifying material includes a customer-defined toy name.

Claim 13 (currently amended). ~~[The package of claim 10,]~~ A package for displaying a personalized toy, the package comprising:

a flap having an inside and an outside, where the inside of the flap faces the
personalized toy;

an aperture in the flap; and

customer-defined identifying material supported on the inside of the flap, wherein the customer-defined identifying material includes a customer-defined intended recipient.

Claim 14 (previously added). The package of claim 10, wherein the identifying material includes a story related to the personalized toy.

Claim 15 (previously added). The package of claim 10, wherein the inside of the flap includes tabs configured to support the identifying material on the inside of the flap.

Claim 16 (previously added). The package of claim 10, wherein the identifying material is removable.

Claim 17 (previously added). The package of claim 16, wherein the personalized toy is visible through the aperture when the identifying material is removed.

Claim 18 (new claim). **The packaged toy of claim 6, wherein the flap includes an aperture adapted to expose the personalized toy when the identifying material is removed.**

Claim 19 (new claim). **The packaged toy of claim 6, wherein the flap is adapted to be opened to reveal the personalized toy.**

Claim 20 (new claim). **The packaged toy of claim 6, wherein the identifying material includes a customer-defined toy name.**

Claim 21 (new claim). **The packaged toy of claim 6, further comprising a toy-support card to display the personalized toy within the package.**

Claim 22 (new claim). The package of claim 13, wherein the customer-defined identifying material has a front side and a back side, wherein the front side of the material is visible through the aperture on the outside of the flap and the back side is visible on the inside of the flap.

Claim 23 (new claim). The package of claim 13, wherein the customer-defined identifying material includes a customer-defined toy name.

Claim 24 (new claim). The package of claim 13, wherein the identifying material includes a story related to the personalized toy.

Claim 25 (new claim). The package of claim 13, wherein the inside of the flap includes tabs configured to support the identifying material on the inside of the flap.

Claim 26 (new claim). The package of claim 13, wherein the inside of the flap includes tabs configured to support the identifying material on the inside of the flap.

Claim 27 (new claim). The package of claim 13, wherein the identifying material is removable.

Claim 28 (new claim). The package of claim 27, wherein the personalized toy is visible through the aperture when the identifying material is removed.
